

A. Printing of IEC Posters under KSA

1. Various types of IEC Posters have been developed by OSAM Board for popularizing benefits under *KALIA* Scheme. All the posters have been serially numbered. Serial number is given on the right bottom corner of each of the poster.
2. These posters have been put up on the website of Department of Cooperation (DoC). Check “*KALIA* posters” tab on www.coopodisha.in. All posters have been serially numbered.
3. All IEC materials will also be available in new portal for *KALIA* Scheme i.e. www.kalia.co.in from 31st December’18 onwards.
4. The specifications of the posters are as follows:
 - a. Size: 17” x 22”
 - b. Paper specifications: 64-70 GSM Maplitho paper
5. Minimum number of posters to be displayed in every Gram Panchayat is 2000. For this a provision of Rs. 7,000/- per GP is being made.
6. Out of 2000 posters, poster number – 1 will be 50% of the posters (i.e. 1000) per GP. Poster number 2 to 6 will be 10% of the total posters to be printed i.e. 200 posters each, per GP.
7. Chief Executives (CEs) of Central Cooperative Banks (CCBs) are being directed to print all IEC material related to *Krushak Sampark Abhiyan (KSA)* & *KALIA* Scheme under direct supervision of District Collectors. The modalities of same may be decided & fixed in District Level Committee (DLC) as constituted by Department of Agriculture & Farmer Empowerment (DAFE).
8. For any further clarifications CEs may contact Registrar of Cooperative Societies (RCS) & Managing Director, Odisha State Cooperative Bank (OSCB).
9. Funds will be placed with CCBs by OSAM Board and/or RMCs. Instructions on same will be issued separately.
10. The numbers given above are minimum and Collectors may scale-up the programme by converging funds available under other schemes/programmes as per guidelines.

B. Data entry at PACS level

1. Data entry will be required to be done at the PACS level for green & red forms received at Gram Panchayat and at PACS office for inclusion & exclusion from list of beneficiaries of *KALIA* scheme, respectively.
2. For this, a provision of Rs.15,000/- per PACS is being made. PACS can hire additional Data-entry operator for a period of 3 (three) months from this fund.
3. Registrar of Cooperative Societies (RCS) may issue further instructions to all field staff and PACS, accordingly.
4. Funds available with PACS can be utilized for the purpose. If any need arises because PACS does not have required funds then same will be supplemented by RMCs. Member-Secretary, OSAM Board will issue separate instructions to RMCs accordingly.
5. Collectors may fix modalities and take any further decision for successful implementation of the programme within the financial limits fixed.